

NACB

THE NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS

MEMBERSHIP AND SERVICES



NATIONAL AND REGIONAL CONFERENCES



THE NATIONAL STUDENT RADIO & TV PROGRAMMING AWARDS



COLLEGE BROADCASTER MAGAZINE



U NETWORK® STUDENT SATELLITE TELEVISION



STUDENT ELECTRONIC MEDIA EQUIPMENT POOL



MAILING LIST SERVICES





Growth Fund

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS

71 GEORGE STREET, PROVIDENCE, RI 02912-1824

MEMBERSHIP PLEASE...
TO APPLY FOR NACB

- 1 fill out the general information section.
- 2 complete the section which corresponds to your membership type.
- 3 complete the interest questionnaire on the back.
- 4 make a check (or purchase order) payable to "NACB" for your membership type.
- 5 tape the check to this card, fold on the lines and tape (do not staple) the card closed.
- 6 under separate cover, we encourage station applicants to supply a program guide; faculty to supply vitae; and professionals to submit a résumé for our records.

general information

NAME

TITLE

DEPARTMENT/STATION

COMPANY/SCHOOL

MAILING ADDRESS

CITY

STATE

ZIP

PHONE

ALT. PHONE

FAX

E-MAIL

WWW SITE

membership type (check 1) ☐ STATION \$75 ☐ DEPARTMENT \$75 ☐ STUDENT \$20 ☐ FACULTY/STAFF \$20 ☐ PROFESSIONAL \$30

international rates (us\$) ☐ STATION \$100 ☐ DEPARTMENT \$100 ☐ STUDENT \$30 ☐ FACULTY/STAFF \$30 ☐ PROFESSIONAL \$45

student applicants only

professional/faculty applicants only

PERMANENT ADDRESS

PERMANENT/HOME ADDRESS

CITY

ZIP

CITY

ZIP

STATION NAME

POSITION

ARE YOU INVOLVED WITH STUDENT RADIO/TV? ☐ YES ☐ NO

MAJOR

MINOR

STATION

SCHOOL

ARE YOU A STUDENT STATION ALUM? ☐ YES ☐ NO

DEGREE & GRADUATION DATE

STATION

SCHOOL

PAST INTERNSHIPS

MEDIA INVOLVEMENT: ☐ RADIO ☐ TV ☐ FILM ☐ MULTI-MEDIA

CAREER GOALS

EXPERTISE

OTHER AFFILIATIONS

OTHER MEDIA EXPERIENCE

OTHER AFFILIATIONS

station applicants only

STATION MANAGER/ MAIN STUDENT CONTACT

WATTAGE

SIGNAL REACH (MILE RADIUS)

TITLE

PHONE

TOTAL POP. IN COV'GE AREA

TOTAL STUDENT POP. IN COV'GE AREA

FACULTY ADVISOR

ACTUAL TOTAL AUD. (IF KNOWN)

TOTAL STUDENT AUD. (IF KNOWN)

TITLE

PHONE

HAS YOUR STATION EVER CONDUCTED AN AUDIENCE SURVEY?
☐ SCIENTIFIC ☐ INFORMAL ☐ CONTRACTED W/OUTSIDE AGENCY

PROGRAMMING CONTACT

CAN YOUR STATION AIR: ☐ PAID COMMERCIALS?
☐ PAID UNDERWRITING ANNOUNCEMENTS?

TITLE

PHONE

SALES/ UNDERWRITING CONTACT

SATELLITE CAPABILITIES:
DOWNLINK: ☐ C BAND ☐ KU BAND
UPLINK: ☐ C BAND ☐ KU BAND

TITLE

PHONE

PROMOTIONS CONTACT

WHAT CAPABILITIES/FACILITIES DOES YOUR GROUP HAVE?
TV: ☐ CAMERAS ☐ EDITING ☐ STUDIO
☐ VAN ☐ DIGITAL WORKSTATION

TITLE

PHONE

ENGINEERING/ TECHNICAL CONTACT

RADIO: ☐ DECKS ☐ EDITING ☐ REMOTE
☐ STUDIO ☐ MOBILE UNIT ☐ DIGITAL WORKSTATION

TITLE

PHONE

WHAT MEDIA FORMATS DOES YOUR GROUP USE?
TV: ☐ VHS ☐ S-VHS ☐ Hi8
☐ 3/4" ☐ 3/4" SP ☐ BETACAM SP ☐ DIGITAL VIDEO
☐ DIGITAL BETA ☐ OPDISK DRIVE

station overview

MEDIA: ☐ RADIO ☐ TV

AFFILIATIONS

TOTAL SCHOOL ENROLLMENT (GRAD & UNDERGRAD)

HOW MANY STUDENTS ARE ON YOUR STAFF?

HOW MANY OF THESE ARE PAID POSITIONS?

ANNUAL SPENDING:
☐ 0-1000 ☐ 1k-5k ☐ 5k-10k ☐ 10k-20k
☐ 20k-30k ☐ 30k-50k ☐ 50k-100k ☐ 100k+

ANNUAL FUNDRAISING:
☐ 0-1000 ☐ 1k-5k ☐ 5k-10k ☐ 10k-20k
☐ 20k-30k ☐ 30k-50k ☐ 50k-100k ☐ 100k+

STATION MANAGEMENT STRUCTURE:
☐ STUDENT-MANAGED/STUDENT-RUN
☐ STUDENT-MANAGED/STAFF-ADVISED
☐ STAFF-MANAGED/STUDENT-RUN
☐ STAFF-MANAGED/STAFF-RUN ☐ PROFESSIONAL-RUN

TRANSMISSION TYPE(S)
BROADCAST: ☐ AM ☐ FM ☐ LPTV
☐ UHF ☐ VHF

CABLECAST: ☐ CABLE FM ☐ CAMPUS CARRIER CURRENT
☐ CAMPUS CLOSED CIRCUIT
☐ RADIATING "LEAKY" FM
☐ LOCAL CABLE OFF-CAMPUS
☐ TAPES PLAYED ON CABLE/PUBLIC ACCESS

IF TRANSMITTED ON LOCAL/CAMPUS CABLE:

COMPANY

PHONE

FREQUENCY (RADIO)/CHANNEL (TV)

COUNTY (OF STATION)

NUMBER OF BROADCAST MONTHS/YEAR

HOURS/DAY

facilities

SATELLITE CAPABILITIES:
DOWNLINK: ☐ C BAND ☐ KU BAND
UPLINK: ☐ C BAND ☐ KU BAND

WHAT CAPABILITIES/FACILITIES DOES YOUR GROUP HAVE?
TV: ☐ CAMERAS ☐ EDITING ☐ STUDIO
☐ VAN ☐ DIGITAL WORKSTATION

RADIO: ☐ DECKS ☐ EDITING ☐ REMOTE
☐ STUDIO ☐ MOBILE UNIT ☐ DIGITAL WORKSTATION

WHAT MEDIA FORMATS DOES YOUR GROUP USE?
TV: ☐ VHS ☐ S-VHS ☐ Hi8
☐ 3/4" ☐ 3/4" SP ☐ BETACAM SP ☐ DIGITAL VIDEO
☐ DIGITAL BETA ☐ OPDISK DRIVE

RADIO: ☐ CASSETTES ☐ REELS ☐ DAT
☐ CD ☐ RECORDS ☐ MINIDISC ☐ HARD DISK

programming

HOURS OF PRODUCED PROGRAMS/WEEK (NOT DJ SHIFTS)

SYNDICATED PROGRAMS AIRING ON THE STATION

TV: WHAT GENRES OF PROGRAMMING DOES YOUR STATION PRODUCE?
☐ CHILDREN'S ☐ COMEDY ☐ DOCUMENTARY ☐ DRAMA
☐ EDUCATIONAL ☐ EXPERIMENTAL ☐ FILM REVIEW ☐ GAME SHOW
☐ HEALTH ☐ INTERVIEW/TALK MAGAZINE ☐ MUSIC
☐ MUSIC CONCERT ☐ MUSIC VIDEO ☐ NEWS ☐ SPORTS
☐ VARIETY ☐ FOREIGN LANGUAGE (LIST LANGUAGES)

RADIO:

CHECK ANY OTHERS:
☐ AAA ☐ AC ☐ AOR ☐ BLUES
☐ BLUEGRASS ☐ CHR ☐ CLASSICAL ☐ COUNTRY
☐ CHRISTIAN ROCK ☐ ETHNIC ☐ FOLK ☐ FREEFORM
☐ GOSPEL ☐ HOUSE ☐ JAZZ ☐ METAL
☐ MOR ☐ NEW AGE ☐ OLDIES ☐ ALTERNATIVE
☐ RAP ☐ REGGAE ☐ RELIGIOUS ☐ SKA
☐ URBAN ☐ WORLD BEAT

MUSIC FORMAT WITH MOST TIME

OTHER

WHAT GENRES OF PROGRAMMING DOES YOUR STATION PRODUCE?
☐ CHILDREN'S ☐ COMEDY ☐ DOCUMENTARY ☐ DRAMA
☐ EDUCATIONAL ☐ EXPERIMENTAL ☐ GAME SHOW ☐ HEALTH
☐ INTERVIEW/TALK MAGAZINE ☐ MUSIC ☐ MUSIC CONCERT
☐ NEWS ☐ SPORTS ☐ VARIETY
☐ FOREIGN LANGUAGE (LIST LANGUAGES)

interest questionnaire

HOW DID YOU FIND OUT ABOUT NACB?

- ☐ FROM AN NACB MEMBER RADIO OR TV STATION
☐ FROM COLLEGE BROADCASTER MAGAZINE
☐ FROM AN NACB MAILING OR POSTER
☐ FROM A STUDENT/ FACULTY MEMBER
☐ FROM A PROFESSIONAL INVOLVED WITH NACB
☐ HEARD ABOUT IT ON A STUDENT RADIO STATION
☐ LEARNED ABOUT IT FROM WATCHING A STUDENT TV STATION
☐ FROM ANOTHER TRADE MAGAZINE

WHICH ONE?

- ☐ FROM ANOTHER TRADE CONFERENCE

WHICH ONE?

- ☐ OTHER

WHAT ARE YOUR INTERESTS AS A NEW STUDENT, FACULTY/ STAFF OR PROFESSIONAL MEMBER OF NACB?

- ☐ ATTENDING NACB NATIONAL OR REGIONAL CONFERENCES
☐ WRITING FOR COLLEGE BROADCASTER MAGAZINE/ PUBLICATIONS
☐ SEEKING JOB OR INTERNSHIP OPPORTUNITIES
☐ JOINING A NACB FACULTY/ STAFF ADVISORY BOARD COMMITTEE
☐ SERVING AS A JUDGE FOR STUDENT AWARD COMPETITIONS
☐ EXHIBITING AT NACB CONFERENCES
☐ ADVERTISING IN COLLEGE BROADCASTER MAGAZINE/ PUBLICATIONS
☐ PROMOTING JOB OR INTERNSHIP OPPORTUNITIES
☐ OTHER:

WHAT ARE SOME OF YOUR INTERESTS AS A NEW STATION MEMBER OF NACB?

- ☐ ATTENDING NACB NATIONAL OR REGIONAL CONFERENCES
☐ WRITING FOR COLLEGE BROADCASTER MAGAZINE/ PUBLICATIONS
☐ SEEKING JOB OR INTERNSHIP OPPORTUNITIES
☐ ORGANIZING SPECIAL PROMOTIONAL EVENTS WITH COMPANIES ON YOUR CAMPUS
☐ CORRESPONDING WITH NACB INTERNATIONAL MEMBERS
☐ HOSTING A ONE-DAY OPEN HOUSE FOR OTHER NACB MEMBERS
☐ PARTICIPATING IN A NATIONAL OR INTERNATIONAL EXCHANGE PROGRAM
☐ JOINING A NACB FACULTY/ STAFF ADVISORY BOARD COMMITTEE
☐ WORKING WITH NACB'S EXECUTIVE BOARD TO DEVELOP NACB'S SERVICES
TV: ☐ BECOMING A U NETWORK AFFILIATE
☐ PRODUCING COOPERATIVE STUDENT TV PRODUCTIONS
RADIO: ☐ PARTICIPATING IN THE NACB/ INTEREP STUDENT RADIO COOPERATIVE
☐ GETTING DISCOUNT ARBITRON RATINGS
☐ OTHER:

ADDITIONAL COMMENTS:

↓ FOLD HERE FIRST, TAPE YOUR PAYMENT INSIDE ↓



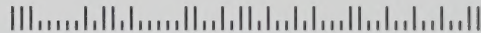
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 338-B PROVIDENCE, RI

POSTAGE WILL BE PAID BY ADDRESSEE

NACB
BROWN UNIVERSITY
BOX 1842
PROVIDENCE, RI 02912-9968



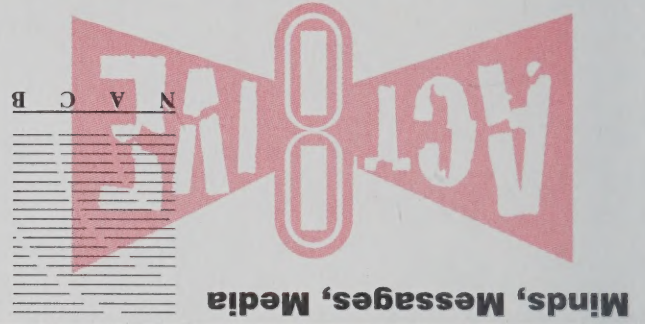
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↓ CAREFULLY SEAL WITH TAPE ↓

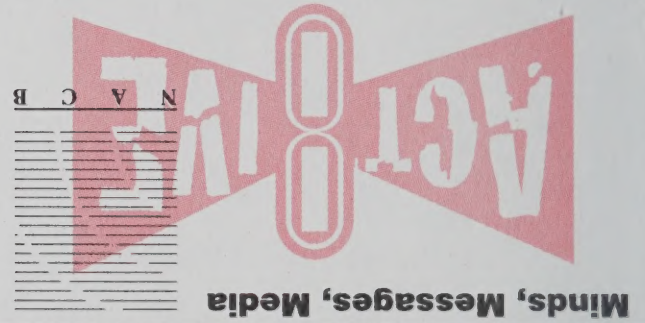
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cbwinter column.gif confer.gif
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✓ equipool.html
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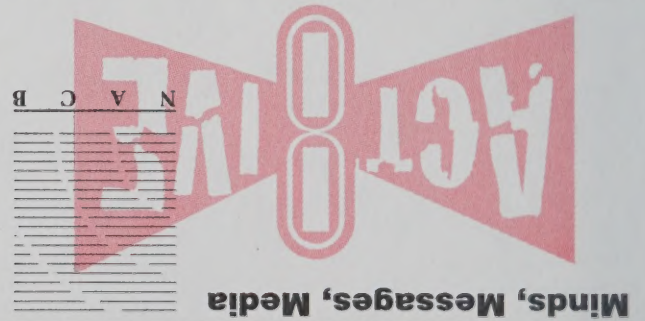
8th Annual National Conference
of Student Electronic Media 1995



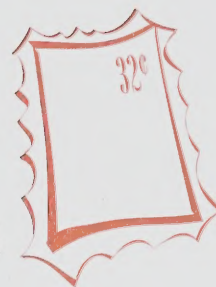
8th Annual National Conference
of Student Electronic Media 1995



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of Student Electronic Media 1995



NACB MAILING LIST SERVICES



NACB contacts, tracks and researches virtually every student radio, TV and media department. Our database is constantly updated — so your information is as accurate as ours the day you order. With information on over 3,000 student stations and departments, the lists are perfect for direct marketing. We custom design lists based on our extensive database and can even do special research for your company.

Contact NACB at 401.863.2225 (fax 401.863.2221) for a mail list order form.

TARGETING

STUDENT

MEDIA

OUTLETS

RATES

	APPROX. #	LABELS	PAPER	DISK
Student Radio	1,400 stations	\$150	\$200	\$250
Student TV	800 stations	\$100	\$150	\$200
Both Radio+TV	2,200 stations	\$200	\$300	\$400
Media Depts.	1,200 depts.	\$100	\$150	\$200

Call for pricing on custom lists. We charge per station, so detailed information about each station can be provided at no additional cost. Prices reflect NACB's research costs in obtaining and maintaining the data.

FORMATS

disk formats 3.5" DOS (IBM) & Macintosh.

labels 30/page w/full address. Phone & fax add \$25.

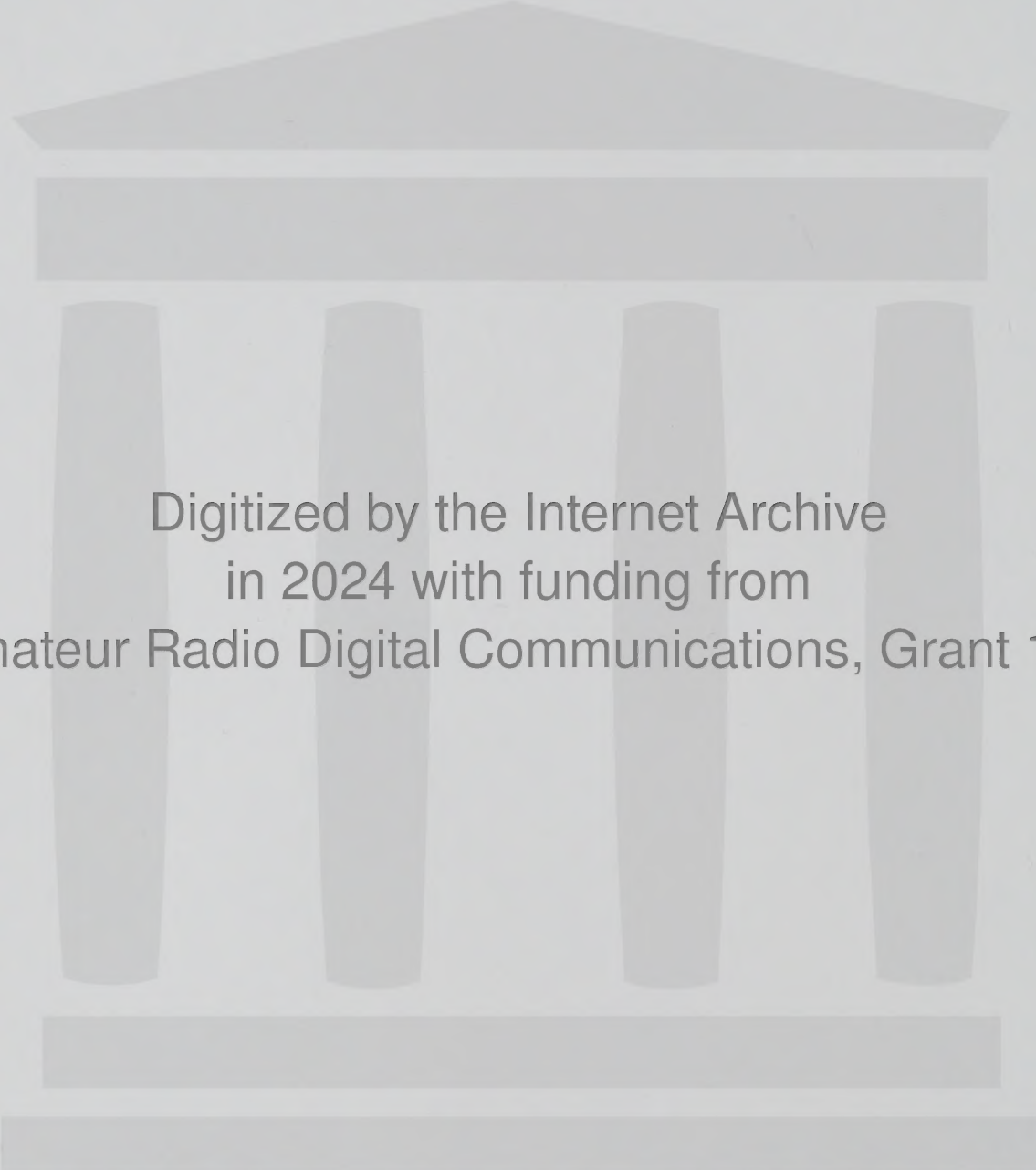
plain paper Number of records per page varies with info.

subscriptions Available on a monthly and yearly basis. Call for details and pricing options.

shipping Overnight express shipping add \$15.

TERMS

All lists must be paid in advance. Checks should be made payable to "NACB". Lists are processed upon payment. Most lists take a maximum of four days delivery time after payment is processed with first class shipping. Refunds are not permitted. NACB members and nonprofit 501(c)3 organizations are eligible for 10% discounts. Resale of list content is prohibited. All data remains the property of NACB.



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Amateur Radio Digital Communications, Grant 151

<https://archive.org/details/nacbnationalasso00unse>

COLLEGE BROADCASTER MAGAZINE

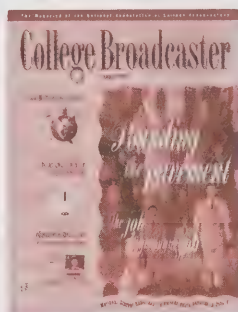
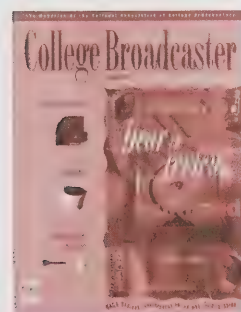
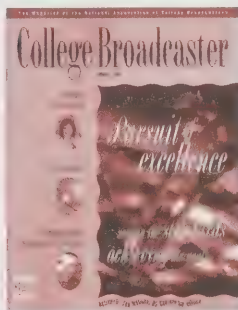
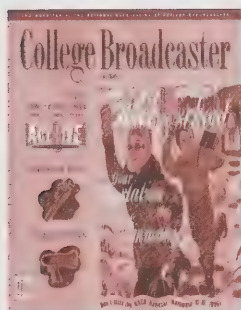


As the trade publication for student electronic media, *College Broadcaster* magazine covers news that affects the educational media community and highlights the progress of student media around the world.

Electronic media students turn to *College Broadcaster* for information on the newest equipment, legal news and updates about media events. Leading executives share their insights and opinions about industry trends and how they will impact students in the future. Each issue also includes feature articles and station profiles with advice from professionals and seasoned student media experts.

From programming to promotions, from technology to international media, from careers to competitions —

REPORTING
INFORMATION
AND
EXCELLENCE



topics in tune with the needs of student directors are covered. Simply stated, the general managers, program directors and network producers of tomorrow are reading *College Broadcaster*.

If your company wants to reach electronic media's educational market, NACB's publications can give you the exposure you need. Target your advertising with an organization which focuses on the student media market full-time. Record companies, cable networks, equipment manufacturers and other

student media service or program providers all successfully use our publications to increase their exposure. Our publications can increase your sales, too.

Average circulation is 3,000 copies per issue with an approximate readership of over 10,000 per issue. *College Broadcaster* is published quarterly during the academic year.

see reverse →



RATES

AD SIZE	WIDTH X HEIGHT	PRICE
Full page	8 ³ / ₈ " x 10 ⁷ / ₈ "	\$550
1/2 page	7 ¹ / ₂ " x 4 ³ / ₄ "	\$325
1/3 page	5" x 4 ³ / ₄ "	\$250
or	2 ³ / ₈ " x 9 ³ / ₄ "	
or	7 ¹ / ₂ " x 3 ¹ / ₄ "	
1/4 page	5" x 3 ¹ / ₂ "	\$200
or	2 ³ / ₈ " x 7 ¹ / ₄ "	
Display Classified	per column inch (1 ³ / ₄ " wide)	\$25
Classified	per word (maximum 100 words)	\$.25
For 2-color	B&W rate plus \$300 per insertion (all sizes).	
For 4-color	B&W rate plus \$900 per insertion (all sizes).	

Preferred placement (e.g. covers) add 15% (as available).
15% recognized agency discount off net amount.

ISSUE DATES

<i>fall</i>	Bonus circulation at CMJ convention. Close: 3rd Friday in July. Ad materials 1 week later.
<i>winter</i>	Bonus circulation at NACB National Conference. Close: 4th Friday in September. Ad materials 1 week later.
<i>spring</i>	Bonus circulation at NACB Regional Conferences. Close: 1st Friday in January. Ad materials 1 week later.
<i>summer</i>	Bonus circulation at NAB Convention (Las Vegas). Close: 2nd Friday in February. Ad materials 1 week later.

SPECIFICATIONS & REQUIREMENTS

PAGE SIZE (cut size) 8¹/₂" x 11" **SCREEN** 150 lpi **BLEEDS** available full page only; supply 10" x 12" film, image area minimum 8⁵/₈" x 11¹/₈"; **B+W** camera-ready, Velox or negative; **COLOR** publisher predetermines 2nd color included in two-color ads; provide separations to size w/ color proof
TERMS NACB reserves the right to approve advertising copy
RATES subject to change without notice **INSERTION ORDER** terms and conditions also apply.

STUDENT ELECTRONIC MEDIA EQUIPMENT POOL



NACB strives to assist members and member stations in improving their daily operations. NACB realizes that stations require ongoing attention to their equipment and investments in technology. Unfortunately, not all student outlets have the financial resources to maintain and improve their hardware.

DONATE

TO THE

FUTURE

The Student Electronic Media Equipment Pool is a vehicle for the transfer of equipment that is outdated or underutilized by its current owners to benefit students in radio, television, film and video. The Equipment Pool helps to make even the most basic technical resources accessible to students developing their creative abilities and technical skills.

The Equipment Pool will handle just about anything. Many pieces of equipment which the professional industry deems "trailing edge" technology are in fact "leading edge" for student electronic media. From broadcast consoles and magnetic tape to computers and studio furniture, student operations can use just about anything that has outlived its welcome in another facility.



Donations to the Equipment Pool are investments in the future. Today's students are tomorrow's innovators. Current businesses will benefit from the training and learning these students, their future employees, gain on the best equipment available.

An NACB service to its membership and to professional media companies, the Equipment Pool offers potential donors a charitable destination for their excess equipment. All donations to the program are tax-deductable to the full extent of the law.

For further information about Equipment Pool Donations, you are encouraged to call NACB.

THE NATIONAL STUDENT RADIO AND TV PROGRAMMING AWARDS



NACB hosts The National Student Radio Awards and The National Student TV Programming Awards specifically for student radio and TV producers. Each year at NACB's National Conference, student stations are awarded cash prizes and accolades before their peers and professional counterparts in a gala ceremony.

CELEBRATING
STUDENT
CREATIVITY

Student radio and TV managers and producers operate their stations on tight budgets. They are forced to balance their work schedules with classes while confronting their audience with challenging ideas, programs and promotions. Rarely are these extraordinary efforts applauded by the stations' audiences, not to mention their peers. NACB's national awards program encourages student media's "best of the best" to pursue excellence and continue this performance in their future media careers.

Founded in 1991, The National Student Radio Awards and The National Student TV Programming Awards exclusively celebrate the energy of student stations and what they produce, on-air and off. NACB solicits entries not just for Station of the Year, but also for individual achievement and best programs, in such categories as Drama, News Report, DJ, Play-by-Play, Promo/PSA, Marketing/Community Service Campaign and others.



Sponsoring companies and media professionals attest to the high standards of programming by selecting the winners in each category as the final round judges.

The National Student Radio Awards and The National Student TV Programming Awards annual competition

is promoted at more than 2,000 student radio and TV stations and to over 1,200 mass communications departments. Hundreds of entries from across the U.S. and abroad, from high school students to graduating college seniors, pour in as a result.

You can help support these stand-out student productions via sponsorship of the ceremony or an award category. Please call NACB for further information and to discuss your involvement.

U NETWORK: STUDENT SATELLITE TELEVISION



As the national student-produced network, U Network® brings campuses the cutting edge of entertainment and information.

U Network programming includes some of the traditional show formats being run on commercial network television, with a twist. Campus-based soap operas, avant garde music video programs, comedy shows in the spirit of late night TV and real life dramas as seen through the eyes of today's student: these are the staples of popular programs our affiliates produce and air.

A mixture of adventurous ideas and innovative styles, you'll also see the future: computerized animation,



student films, original music videos and short features that will challenge you, humor you and fill you with emotion.



U Network is a satellite-delivered network, supplying affiliated student TV outlets with supplemental programming to meet their individual needs. Most programs are entirely created, written, produced, directed and edited by students, and star student actors. U Network also features professionally-produced programs specifically created to inform, educate and entertain the student audience about the world at large, including environmental, health and social issues.



Inspired by the work of their peers, our affiliates can submit their best productions to U Network for national distribution. Feedback from current affiliates determines the programming we choose to include.

Student TV outlets without access to satellite can also obtain U Network programming through the U Network Ground Service.

PREVIEWING

TOMORROW'S

TALENT

NACB NATIONAL AND REGIONAL CONFERENCES



CONNECTING
INDIVIDUALS
AND IDEAS

While there are many media conferences held each year, NACB's conferences are unique. Unique in audience; unique in speakers; unique in program. With topics ranging from engineering and promotions to production and fundraising to jobs and the future, NACB conferences cover more issues related to student electronic media operations than any other.

As electronic media changes, some student stations thrive while others struggle. NACB designs its National to be a forum that meets the needs of each station and each individual at every level of expertise and interest.

At the NACB National, amazing things take place. Walter Cronkite humors Bob Pittman about the effect of MTV on news broadcasts; Laurie Anderson and Dana Atchley showcase the edge of interactive media; Michael Fuchs heralds the changing face of cable; CNN's Ed Turner and Susan Rook review student résumés; news gurus Morley Safer and Lawrence Grossman converse about news ethics; Oedipus critiques student airchecks; Robert Morton debates Letterman and late night; Quincy Jones chronicles the history of the music industry; and B. Eric Rhoads reviews the past and previews the future of radio.



NACB's National also features a product and service exhibition for student media. Exhibitors have an integral role in the conference by offering new product advice, demonstrating the latest technology, and meeting with students about upcoming programming or services. This annual event is the ideal place

for reaching the student media market and the student market in general.

In addition, NACB organizes regional conferences so students and faculty can meet with local professionals and peers. Regional conferences, whether as a supplement to or substitution for the NACB National, allow students to learn about the local media climate from professionals and about student station operations from peers.

SUPPORT FOR STUDENT ELECTRONIC MEDIA



The student founders of NACB soon realized that their ambitious plans for a groundbreaking student electronic media organization required more funding than would be available from the affordable membership fees collected from student radio and television operations. The incredible growth in membership, and in member services, which they initially achieved can be significantly attributed to corporate, foundation and individual generosity. The quarterly publication of *College Broadcaster* magazine, the development of U Network[®], and the innovative, educational National and regional conferences continue to be core accomplishments.

Additionally, NACB has added special projects as a fourth stream to its funding base. These projects have focused on cooperative ventures which have allowed NACB to further develop alliances between today's electronic media students and their professional counterparts. On-line computer services, joint fellowships and public service campaigns are just a sample of the new pathways NACB is forging.

A centerpiece of NACB's planning through 1998 is NACB's Growth Fund. The Fund serves to fortify NACB's most essential core services, while fostering the development of new learning tools that will enable NACB to address the changing needs of today's students and tomorrow's media leaders. NACB encourages both restricted and unrestricted donations to our Growth Fund. Please use the enclosed remittance envelope to make a gift or call NACB for more information.

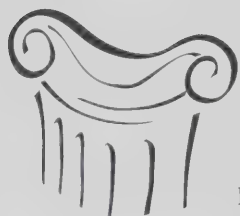
With the growing power of electronic media in world affairs, NACB views the education of our future industry leaders as paramount for growth and success. When you support NACB you are taking a leading role in shaping the dynamic future of student electronic media. At your discretion, NACB will proudly acknowledge your generosity in our Roll of Honor, at our National Conference, in our publications, and on U Network[®]. NACB donors receive complimentary passes to our National and regional conferences, a subscription to *College Broadcaster* and other relevant NACB publications and a direct link, via the NACB listserv, to the students whom their support benefits.

INVESTING

IN THE

SPIRIT OF

INNOVATION



Designated gifts are also encouraged to the following programs. For more detailed information on how you may help sustain NACB's core services or build new projects, contact NACB's Development Director. The enclosed remittance envelope may be used for individual and corporate donations.

CORE SERVICES

National and Regional Conference of Student Electronic Media

Naming Patronage

Session Track Sponsorships

Awards Ceremony Sponsorships

Student Electronic Media's Publications of Opinion and Record

NACB Print Publications Endowment

Mentoring Sponsorships

U Network®

Premiere Patronage

Programming Sponsorships

U Network Director Endowment

SPECIAL PROJECTS

Student Media On-line (SMoL)

Founding Patronage; Associate Patronage

National Student Media Lab (MediaLab)

Founding Patronage; Associate Patronage

High Five Television (High 5 TV)

Founding Patronage; Associate Patronage

1998 CLUB

Celebrate NACB's 10th anniversary! 1998 marks a decade for which NACB has delivered unparalleled service to the student and professional media arenas. Your yearly pledge of \$999 culminates in 1998 for an endowment of \$1,998 towards the next decade of service.

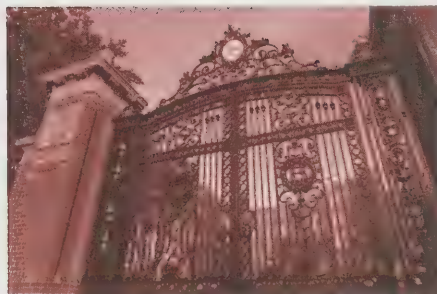
NACB is a non-profit 501(c)3 organization. Donations are tax deductible to the extent allowed by U.S. law.

THE NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS



The National Association of College Broadcasters is the organization that networks student radio and TV stations with each other, as well as with individual faculty, students, professionals and other media organizations. At its core, NACB organizes a National and regional conferences; publishes *College Broadcaster* and the *NACB Station Handbook*; and programs U Network®. On an ongoing basis, NACB provides a wide range of services to meet the dynamic needs of its members. NACB manages a National Awards program for student stations, a Student Radio Co-operative with The Interep Radio Store, national on-line listervs, and a host of special projects which serve our members.

NACB was founded in 1988 by students at Brown University who, in their efforts to form a student TV station, realized the need for an organization that could help stations with their startup efforts as well as provide a means of communication and programming exchange among other student outlets. By addressing common operational problems, NACB allows students to focus their efforts towards more creative endeavors. Founding supporters of NACB include The CBS Foundation, The Skirball Foundation, Sony Corporation of America and Time Warner.



NACB is a 501(c)3 nonprofit corporation formed: to provide an exchange of ideas, programming and information in the student media community and among students, faculty and professionals; to facilitate growth, prestige and recognition of the student media community; to protect and lobby for the laws

and regulations that affect the student media community to the extent allowed by law; to encourage and assist student stations and individuals in attaining high standards which will enhance the communities served; to provide opportunities for individuals with an interest in media and communications; to support student media endeavors and encourage unique and creative innovations in that community.

INTRODUCING
THE FUTURE
OF MEDIA
— TODAY

MEMBERSHIP AND SERVICES

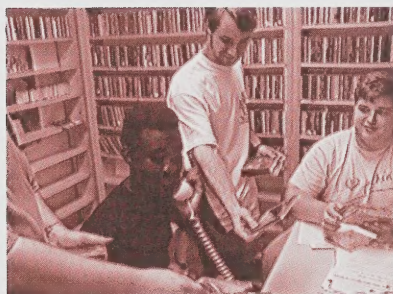


NACB encourages members to share ideas and information so students and professionals alike can continue to promote the growth of their respective media communities. As a member in any of the following classifications, you can, too.

All members receive discounted NACB conference registration, access to other members via NACB electronic listservs, plus association discounts with partnered companies. All individuals can take advantage of the knowledge NACB has accumulated on student and professional media.

Station Membership is open to student radio and TV stations or outlets. Benefits include: *NACB Station Handbook*, two subscriptions to *College Broadcaster*; voting in NACB business affairs; discounted affiliation to U Network® (for TV stations); participation in The Interep Radio Store/ NACB Student Radio Cooperative.

Department Membership is open to media-related academic departments at educational institutions. Benefits include: *NACB Station Handbook*; *College Broadcaster*; one vote in NACB business affairs. Under this membership umbrella, individuals can remain abreast of changes in the communications industry.



Student Members of NACB receive *College Broadcaster*; eligibility to run for a position on the Executive Board of Directors. Other services offer students networking opportunities with peers and professionals, while assisting with future career goals.

Faculty Members of NACB receive *College Broadcaster*; eligibility to run for a position on the Executive Board of Directors; the opportunity to work with peers on the NACB Faculty/Staff Advisory Board.

Professional Members can invest in the next generation of media leaders by participating in NACB conferences and by recruiting for internships and jobs through NACB. Professionals also receive *College Broadcaster* and discounts on advertising and promotional vehicles.

NETWORKING

STUDENTS,

FACULTY AND

PROFESSIONALS

to become a member of NACB SIMPLY FILL OUT THE ENCLOSED MEMBERSHIP CARD

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